

"TOP-LINE"  
(Hand-Tab)

PURCHASE INTENT

N =	NORTHWIND	
	Test Marketed Ad/Merit Product	Test Marketed Ad/Test Marketed Product
	326 %	234 %
<u>Positive Intent</u>		
Definitely buy them	50 22	49 19
Probably buy them	28	30
Might or might not buy them	23	17
<u>Negative Intent</u>		
Probably not buy them	27 13	34 10
Definitely not buy them	14	24
Don't Know	*	*
Average	3.3	3.1

\* Less than 0.5%.

QUESTION: Now that you've tried them, how likely would you be to buy Northwind cigarettes if they were available in the stores where you shop?  
Would you. . . (READ LIST)?

TABLE 1

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